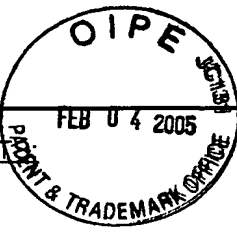
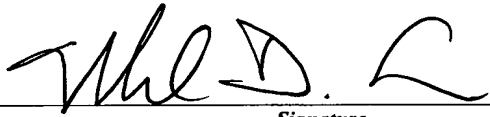

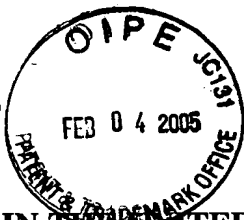


<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b>				Docket No. <b>RSW920010014US1</b>	
Applicant(s): <b>Marcia L. Peters, James M. Mathewson II, John R. Hind</b>					
Application No. <b>09/836,963</b>	Filing Date <b>April 18, 2001</b>	Examiner <b>Donald Champagne</b>	Customer No. <b>23,307</b>	Group Art Unit <b>3622</b>	Confirmation No. <b>8479</b>
Invention: <b>METHOD AND SYSTEM FOR PROVIDING TARGETED ADVERTISING IN PUBLIC PLACES AND CARRIERS</b>					
<div style="display: flex; justify-content: space-between; align-items: center;"> <div>COMMISSIONER FOR PATENT</div>  </div>					
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	23 -	23 =	0 x	\$18.00	\$0.00
INDEP. CLAIMS	3 -	3 =	0 x	\$88.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$0.00</b>
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account <b>19-5425</b> <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038. <b>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</b>					
 <div style="text-align: center;"><i>Signature</i></div>			Dated: <b>February 1, 2005</b>		
<b>Mark D. Simpson, Esquire</b> <b>Registration No. 32,942</b> <b>Synnestvedt &amp; Lechner LLP</b> <b>2600 ARAMARK Tower</b> <b>1101 Market Street</b> <b>Philadelphia, PA 19107-2950</b>			I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on <b>February 1, 2005</b> <div style="text-align: center;">(Date)</div>  <div style="text-align: center;"><i>Signature of Person Mailing Correspondence</i></div> <div style="text-align: center;"><b>Rita C. Clancy</b></div> <div style="text-align: center;"><i>Typed or Printed Name of Person Mailing Correspondence</i></div>		
CC:					

PATENT



3627  
JFW  
Docket No. RSW920010014US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: Marcia L. Peters, James M. Mathewson II, John R. Hind

APPLICATION NO. 09/836,963

FILED: April 18, 2001

Examiner: Donald Champagne

CASE NO. RSW920010014US1

Group Art Unit: 3622

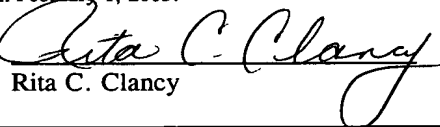
TITLE: METHOD AND SYSTEM FOR PROVIDING TARGETED  
ADVERTISING IN PUBLIC PLACES AND CARRIERS

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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence, along with any paper indicated as being enclosed, are being deposited with the United States Postal Service as first-class mail, postage prepaid, in an envelope addressed to: MAIL STOP AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on February 1, 2005.

February 1, 2005  
Date

  
Rita C. Clancy

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MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY AND AMENDMENT UNDER 37 C.F.R. §1.111**  
**TO EXAMINER'S ACTION MAILED OCTOBER 1, 2004**

Sir:

This is in response to the Office Action mailed October 1, 2005, having a period for response set to expire on January 1, 2005. A Petition for a one-month Extension of Time is submitted herewith, thereby extending the date for response to February 1, 2005. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 8 of this paper.